

304. The remote site of claim 298, wherein the encoded data of the data signal includes identifying information about the content display site.

305. The remote site of claim 298, wherein the encoded data of the data signal includes demographic information.

306. A method for capturing data at a remote site, wherein the data relates to the display of content at a content display site, comprising:

receiving a data signal at a remote site, wherein the data signal is encoded with data indicating that content was displayed at the content display site generated by the execution of at least one instruction embedded within the content that was displayed;

extracting the data from the data signal; and

storing the extracted data.

307. The method of claim 306, wherein the remote site is a content provider site.

308. The method of claim 306, wherein the remote site performs analysis on the stored data.

309. The method of claim 306, wherein the content is provided by a content provider with an assigned account number, and wherein the encoded data of the data signal contains the account number of the content provider.

310. The method of claim 306, wherein the encoded data of the data signal includes a time stamp.

311. The method of claim 306, wherein the encoded data of the data signal includes identifying information about the content display site.

312. The method of claim 306, wherein the encoded data of the data signal includes demographic information.

REMARKS

The Applicant requested, and was granted, a three month suspension of prosecution of the above-captioned application under 37 C.F.R. 1.103(b) on October 10, 2002. This preliminary amendment is being timely filed and should not unduly interfere with the preparation

of a first Office action in the prosecution of the above-captioned application. As such, Applicant respectfully requests that this preliminary amendment be entered and that prosecution of the above-captioned application continue at this time. With the entry of this amendment, claims 242-312 are now pending in the above-captioned application, and Applicant respectfully requests the examination of these claims.

Respectfully submitted,

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